

### **VisitWiltshire Appoints Internal Travel Trade and PR Specialist**

**August 2014:** [VisitWiltshire](#) is pleased to announce the appointment of Florence Wallace as Travel Trade and PR Manager. Flo is due to commence her role on 18<sup>th</sup> August, and will be the main point of contact for all travel trade and PR matters. This is a newly created role, and will bring VisitWiltshire's PR in-house.

The creation of an internal position for this important role underlines VisitWiltshire's commitment to supporting the growing tourism economy in Wiltshire (currently valued at £1.4 billion, supporting 27,000 jobs), promoting more than 550 partners across the county, as well as developing opportunities for inbound tourism from the UK and abroad.

Florence has previously held positions as Group Sales and Marketing Manager for Longleat and Head of Communications, Marketing and PR for Bruton School for Girls. She brings over 17 years of marketing and communications experience to the role, as well as a deep knowledge of Wiltshire and the visitor offering.

David Andrews, Chief Executive of VisitWiltshire, said: "Florence is a welcome addition to the team, and she will add a great deal to our in house marketing function. Her appointment will allow us to further refine the service we offer our partners, maintain our high levels of media engagement and publicise the county of Wiltshire far and wide.

"Florence will be working with local, national and international print, digital and broadcast media as well as working closely with Visit England and VisitBritain."

Florence's contact details are:

Florence Wallace, Travel Trade & PR Manager

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Note to editors

VisitWiltshire was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing over 550 members. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.4billion and supports over 27,000 jobs.